



What's New

Western Canada Sales Mission

The New Brunswick Department of Tourism and Parks conducted Destination Awareness Training from July 21-23, 2007, with our key tour operator partners in Calgary. Over 50 people were introduced to New Brunswick tourism product and the response was extremely positive. For more information on this sales mission contact Melanie Britton at 506-453-2147 or e-mail melanie.britton@gnb.ca.

IncentiveWorks Trade Show 2007

The New Brunswick Department of Tourism and Parks and several industry partners will be in Toronto from August 21-22, 2007, to promote New Brunswick as a key meeting destination. IncentiveWorks Trade Show is Canada's leading Meetings and Promotions event, providing one-stop business opportunities for the meeting and convention market. For more information contact Melanie Britton at 506-453-2147 or e-mail melanie.britton@gnb.ca.

Mark Your Calendars

August 31st

Canadian e-Tourism Awards Nomination Deadline

These prestigious new awards recognize excellence in website design, on-line campaigns and innovation for three sectors: public, private and small and medium-sized enterprises. The best and brightest will receive their prizes at a unique Awards Show in conjunction with the Canada-e-Connect strategy conference in Vancouver, November 7-9, 2007. The entry deadline is August 31st. Nominate your work today at <http://www.canadaeconnect.com/awards.php>

September 26-28

TOP RESA, Deauville, France

TOP RESA is the leading annual marketplace for the French travel trade industry and features representatives from tour, cruise and airline companies. This marketplace is an important opportunity to connect with key tour operators and sell New Brunswick as a tourism destination. The New Brunswick Department of Tourism and Parks will attend TOP RESA under the Canadian Tourism Commission's "Canada Stand". The department will also host a Media & Trade event on September 27, 2007 in Deauville. For more information,



Monthly Research

Early indicators

Monthly tourism industry performance indicators from June 2007, available on the [Corporate Website](#), show good performance for both accommodations and provincial campsites (with many N.B.-resident campers). In the first quarter, New Brunswick accommodation occupancy rates led the Maritimes and outpaced the overall Canadian accommodation sector trend with its 3% YTD increase.

Visitation to historic attractions was up slightly in June 2007 as compared to June 2006, and there was a significant 12.5% increase in June visitation between the historic villages of Kings Landing and Village Historique Acadien. Natural Wonders such as the Hopewell Rocks and the Fundy Trail Parkway also showed stronger visitation in June 2007 as compared to 2006.

contact Bruno LaPlante at 506-444-6720, or e-mail bruno.laplante@gnb.ca, or visit www.topresa.com

October 17-18

Bay of Fundy Tourism Partnership to Host Geocaching Workshop

Interested in exploring the connections between emerging technology, nature and tourism? The Bay of Fundy Tourism Partnership will be hosting a first ever New Brunswick-Nova Scotia workshop on Geocaching on October 17 and 18, 2007. The workshop will explore the relevance of Geocaching to tourism, the pros & cons of geocache development, environmental impacts of caching as well as how to promote and market geocaches in a responsible way. The workshop will be held from Wednesday afternoon, October 17, through Thursday, October 18, and will include an optional add-on "Learn to Geocache" field work activity. Workshop location: Broadleaf Guest Ranch and Hopewell Rocks. For more information, contact Terri McCulloch, Bay of Fundy Tourism Partnership at 902-254-2772, or e-mail terri@bayoffundytourism.com, or visit www.bayoffundytourism.com